MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 2, 2022/2023**

## DDM 5117- DIGITAL MEDIA AND CULTURE

(All group/section)

13 JULY 2023

9:00 a.m. – 11:00 a.m.

(2 Hours)

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**INSTRUCTIONS TO STUDENT**

1. This question paper consists of **ONE** page with ONE section only.
2. Answer **ALL** questions in the Answer Booklet provided.

## SECTION A: STRUCTURED QUESTIONS [40 MARKS]

**Instructions:** Answer **ALL** questions in this section.

1. Understanding the difference between denotation and connotation is important to understand definitions of words and phrases and how concepts are used. Briefly explain the **five (5)** influence of Denotation and Connotation in digital media. (10 marks)

2. The Shannon-Weaver model is one of the first and most influential models of communication. The Shannon-Weaver model provides a systematic understanding of how information flows in digital media. Briefly explain the **five (5)** key components of the above model from a digital media context with examples. (10 marks)

3. As individuals, we have been regularly intertwining between online and offline worlds for a couple of decades now. We have built ourselves two identities that somehow complete each other: a physical identity and a virtual identity.

    a. Define the concept of virtual identity based on your understanding. (2 marks)

    b. Briefly explain the implications it has on individuals on society. (5 marks)

    c. Explain one (1) example to support your answer. (3 marks)

4. Social Media is interactive technologies that facilitate the creation and sharing of information, ideas and interests, and other forms of expression through virtual communities and networks. What are the **five (5)** advantages of social media? Give **five (5)** examples to support your answers. (10 marks)

**End of paper**